

# THE MIAMI-DADE GLOBAL TRADER

## Message from the ITC Chair:



On behalf of the Mayor, the Chairperson and the Board of County Commissioners, residents, and members of the international trade community, welcome to the Jay Malina International Trade Consortium's (ITC) newsletter, the Miami-Dade Global Trader.

The mission of the ITC is to promote two way international trade through Miami-Dade County. In addition to its skilled multilingual and multicultural human resources Miami-Dade counts on state-of-the-art infrastructure to support global trade through Miami International Airport (MIA) and the Dante B. Fascell Port of Miami. Our communications infrastructure, international banking community, and professionals facilitate trade related activities to meet the demands of the global business environment.

Welcome to the ITC your one-stop-center for all your international trade needs.

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## 2005 State of the Ports

The Dante B. Fascell Port of Miami-Dade and Miami International Airport delivered yesterday the annual State of the Port address.

\* Charles Towsley, Director of the Port of Miami, reiterated that the Port remains recognized around the world as the Cruise Capital of the World and the Cargo Gateway of the Americas. He began by saying that the Port of Miami surpassed once again the 1 million TEU (a 20-foot equivalent unit, or 20-foot dry-cargo container) mark, the first among the 14 deep-water ports in Florida. Volume increased 2.5% from 2003, reaching 9.2 million tons. In 2004, approximately 3.5 million cruise passengers used the Port and there were 719 cruise dockings despite several challenges such as the threat of four hurricanes, unstable economic climate with some of our trading partners, national truckers' strike, and increased security regulations.

Two new mega passenger ships, the Carnival Valor and the Norwegian Spirit, were added to the cruise roster. Seaport infrastructure projects are taking place to maintain the competitiveness such as 2 gantry

cranes brought from China which will expand the containerize cargo volume. The deepening of the South Channel and the Central Turning Basin will take place, as well as new passenger terminals.

In terms of cargo, the port is still the #1 container port in Florida. With destinations to more than 100 countries and 250 ports around the world, the port last year imported a total of 5.61 million tons and exported some 3.61 million tons. The top import countries are Spain China and Italy while the top export countries are Honduras, Dominican Republic and Venezuela.

According to a recent study, the Seaport has an annual economic impact of \$12 billion dollars and accounts for 98,000 jobs that are directly or indirectly related to port activities.

\* The report on Miami International Airport (MIA) was delivered by Carlos Bonzon, the interim aviation director, who spoke about the improvements and the challenges faced by MIA. He highlighted that we lead the nation in international freight and in 2004 we had an in-

crease of almost 11% in total tons of cargo. MIA handles 77% of all the air export trade between the U.S. and Latin America and the Caribbean and 82% of all the imports from the same region.

Passenger traffic in 2004 totaled 30.2 million, up 2% from 2003. International travel rose 1% to 13.9 million passengers while domestic travel rose 3% with 16.2 million passengers. MIA remains the only U.S. airport to have flights to all Latin American capitals.

Some area where improvement has been achieved is that MIA is the only airport in the U.S. that can accommodate international-to-international connecting passengers by facilitating the mandatory security inspections in the transit lounges. Also, New South and North Terminals are being constructed which will meet future demands.

He said that "The airport system, "... generates directly or indirectly 234,000 jobs in the region with earning of \$7.7 billion in personal income. We contribute \$18.3 billion in revenue to South Florida businesses and \$715 million in taxes."

Source: Port of Miami / Miami International Airport

## IMPORT & EXPORT TONNAGE BY REGION

Region	Import Tonnage	% of Total	Export Tonnage	% of Total	Total Trade	% of Total
Caribbean	560,445	9.97%	954,420	26.43%	1,514,865	16.41%
Central America & Mexico	855,580	15.23%	731,535	20.26%	1,587,116	17.20%
Europe	1,856,422	33.04%	534,525	14.80%	2,390,947	25.90%
Far East, Asia, Pacific	1,188,667	21.15%	405,420	11.23%	1,594,086	17.22%
Middle East, SW Asia, Africa	27,292	0.49%	18,041	0.50%	45,333	0.49%
North America	57,568	1.02%	20,587	0.57%	78,155	0.83%
South America	1,073,078	19.10%	946,458	26.21%	2,019,536	21.88%





**Commissioner Jose "Pepe" Diaz, presents his Excellency Ambassador Dato Sheikh Abdul Khalid Ghazzali with a Key to the County**



**Commissioner Jose "Pepe" Diaz at the center with Ambassador Ghazzali, to the left and to the right, Lee Sandler, Vice Chair of ITC together with the Malaysian Delegation**



**Commissioner Jose "Pepe" Diaz, presents His Excellency Carlos Westendorp, Ambassador of Spain to the United States, with a Key to the County**

## Commissioner Jose "Pepe" Diaz Hosts Malaysian Ambassador

On Wednesday, January 26th Commissioner Jose "Pepe" Diaz, Chairman of the Jay Malina International Trade Consortium (ITC), Vice Chair of ITC hosted his Excellency Ambassador Dato Sheikh Abdul Khalid Ghazzali, Ambassador of Malaysia, during his visit to the United States.

Ambassador Ghazzali and his delegation visited Miami-Dade County to explore the possibility of establishing a Malaysian Trade Office and/or an official Malaysian government representation in the County. During his visit, Commissioner Diaz received the delegation and presented the Ambassador with the Key to the County.

Participating in this meeting was also Mr. Lee Sandler, Vice Chair of ITC.

"We are excited about this opportunity to pursue closer ties with Malaysia," said Commissioner Diaz. "Malaysia is recognizing the importance of Miami-Dade County in this Hemisphere." In addition, the Ambassador mentioned to the Commissioner his strong desire to build upon their discussions.

The delegation accompanying the Ambassador included the Minister of Economics Wong Seng Foo, Malaysian Student Department Director Dr. Zahratul Kamar Mahmud, Consul Investment Director

Phang Ah Tong and Malaysian Trade Commissioner Prakas Noir.

The Malaysian Ambassador thanked Commissioner Diaz for the warm hospitality and took the opportunity to extend an invitation to the Commissioner to make an official visit to Malaysia in the near future.

## Symposium of the Americas of the French Foreign Trade Advisors

The Symposium of the Americas of the French Foreign Trade Advisors held in Miami on January 20<sup>th</sup> & 21<sup>st</sup> was a great success. Over 200 corporate and government participants attended from all over the Western Hemisphere, as well as from France. The Jay Malina International Trade Consortium (ITC) was contacted to provide assistance with the events and distributed to the attendees folders with information about ITC and all the services we provide. High ranking delegates and keynote speakers included the French Minister of Foreign Trade, French

equivalent of (USTR), the French ambassador as well as Amb. Micky Cantor, former USTR, Amb. Donna Hrinak, James Bacchus, Pierre Marc Johnson, the former Prime Minister of Quebec, Jose Cancela, Jorge Arrizurieta etc... The majority of the participants of the Symposium were composed of French industrialists who are established throughout the Americas. Having this Symposium taking place in Miami-Dade County provided a great opportunity for ITC to market Miami-Dade as "the" location from which to do business in the region. The French Trade Minister,

Mr. Francois Loos, was also very appreciative of the kind gesture on the part of Mayor Manny Diaz from the City of Miami, to present him with the Keys to the City.

## Commissioner Diaz Welcomes Spanish Ambassador

On Tuesday, February 1st, Commissioner Jose "Pepe" Diaz, Chairman of the Jay Malina International Trade Consortium (ITC), met with His Excellency Carlos Westendorp, Ambassador of Spain to the United States during his first-ever visit to Miami-Dade County. Also present at the meeting were Spanish Consul Francisco Javier Vallaure, ITC Executive Director Manny Gonzalez, several ITC Board members. His Excellency Carlos Westendorp has been the newly appointed Ambassador of Spain in the United States replacing Ambassador D.

Javier Ruperez. Commissioner Diaz expressed, "Spain is a principal trade and investment partner for Miami-Dade County. As one of our top growth markets, we hope to continue strengthening our business and cultural ties."

There are more than 370 Spanish companies and many Spanish national organizations from nearly every region in Spain represented in Miami-Dade County. In 2003, international trade between Miami-Dade County and Spain grew by \$669 million for a total trade value

of \$1.28 billion. Spain claims the highest number of international banks in greater Miami. Spain leaped from the 24th position to the 12th, of the largest trading partners with Miami-Dade County.

In addition to, Florida International University (FIU) and Miami-Dade County, through the ITC, have established the FIU Madrid Center with the purpose to promote educational, cultural and business exchanges between Miami-Dade County and Spain.



## ITC Database Workshop

The Jay Malina International Trade Consortium [ITC] of Miami-Dade County organized a database workshop for the Trade Commissioners based in South Florida on Wednesday, February 2, 2005. The workshop was held at the Miami-Dade College Wolfson Campus in Downtown Miami and conducted by Mr. Rob Gilmore, President of Indigo key.

This workshop came about because months ago a meeting was held with the Trade Commissioners to introduce them to ITC's website and show them how it can be used as a great tool to provide useful information on the businesses of Miami-Dade County. They expressed an interest in obtaining access to this valuable information.

ITC's database consists of 22,000 entries with information on businesses located in Miami-Dade County. This information is updated on an ongoing basis. The database is supplied and managed by Indigo Key, a company from Florida designed to support government agencies, authorities, special districts, corporations and economic development organizations. It is arranged by codes of the North American Industry Classification System (NAICS). Its application offers several services such as: matchmaking tool for buyers and sellers, importers/exporters, ability to search for companies and/or

products, searches can be done by sectors and further subdivided by categories, information available on companies, their size, worth and number of employees, etc....

In his welcome address to the participants, Mr. Manny Gonzalez, Executive Director of the ITC, enumerated the benefits of the database to the Trade Commissioners. He explained that the ITC was offering the database at no cost to the Trade Commissioners. This was according to Mr. Gonzalez, "ITC's way of providing trade related services to your constituency... He further stated that "the database was a recruitment tool for businesses during trade missions."

The workshop was well attended with over 25 Trade Commissioners and several representatives from the Consular offices from different regions of the world, the Caribbean, Central and South America, Asia, and Europe. Computers were placed in the conference room and each participant was given access to the database system.

The facilitator, Mr. Gilmore of Indigo key, covered the following topics:

- How to use the database to search for a company
- Search criteria and codes
- Searching by Standard Industrial Classification [SIC] and

North American Industrial Classification System [NAICS]

- Saving and exporting files into Excel format, etc.

All the attendees were very pleased with the presentation and the multiple uses of ITC's database.

At the conclusion of the training, Commissioner Jose "Pepe" Diaz, Chairman of ITC, held an appreciation reception for the Trade Commissioners and the Consular Corps. Over seventy five guests attended the reception including several Consul Generals. The President of Miami Dade College, Wolfson Campus and several administrators, together with members of the ITC Board of Directors, and the Sister Cities Committee were invited to join as well. The event was sponsored by Miami Dade College, The Jay Malina International Trade Consortium (ITC), and ProChile, the Chilean Trade Commission.



**Rob Gilmore from Indigo Key making a presentation before the Trade Commissioners on ITC's Database at the Workshop held at MiamiDade College Wolfson Campus**



**Commissioner Jose "Pepe" Diaz speaks with Juan Luis Castro from Costa Rica, right and Eduardo Florentin from Paraguay, center**

## Mayor Carlos Alvarez Speaks Before the Consular Corps

The Consular Corps of Miami held its first lunch of the year at the Hyatt Regency Hotel in Coral Gables on January 27<sup>th</sup> and invited as a special guest speaker Hon. Carlos Alvarez, Mayor of Miami-Dade County.

The Consular Corps of Miami has more than 67 Consular offices and 24 trade offices making the State of Florida host to the fourth largest Consular Corps in the United States, after California, New York and Texas. Florida's ever-expanding Consular Corps currently consists of 106 consular missions and official trade/tourism offices, repre-

sented by 66 nations. These offices are accredited by the U. S. Department of State and recognized by the Office of the Governor of Florida. For a complete directory of the Consular Corps offices in Florida click on <http://oir.dos.state.fl.us/pdf/2004consulardirectory.pdf>.

Miami-Dade County through its Sister Cities Program establishes a relationship with the Consular Corps of Miami to help enrich both the country and Miami-Dade County, with a rich exchange of ideas, and transfers of knowledge in the areas of business, technology

and culture. The Honorable Fernando Quiñonez-Meza from El Salvador, is the current Dean of the Consular Corps.

Mayor Alvarez spoke at the well attended luncheon and talked about the importance of maintaining trade ties with our Consular offices. He mentioned that to help him in this endeavor is The Jay Malina International Trade Consortium of Miami-Dade County. He explained ITC's role, gave some examples of how much international trade partnerships mean to South Florida and referred to Commissioner Diaz, who chairs the ITC, as the designated "go-to"

person on international trade issues.



**Dean Fernando Quiñonez-Meza presented Mayor Alvarez with an engraved plate as a token of appreciation.**





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We're on the Web!  
<http://www.MiamiDade.gov/ITC>



M.D.T.V. Listing:  
Getting to Know Your County  
Commissioner with Hon. Jose  
"Pepe" Diaz "Importance of  
International Trade to the Flower  
Industry"—Invited Guest: Alvaro  
Varela, member of the Assoc. of  
Floral Importers of FL  
\* Feb. 10<sup>th</sup> until Feb. 28<sup>th</sup>  
Mondays 1:00 (Spanish)  
Wednesdays 7:30pm (English)  
Thursdays 1:00 (English)  
Fridays 7:30pm (Spanish)  
Sundays 1:00pm (English)



## "Miami-Dade County's Official Agency for International Trade..."

### ITC Programs

#### Incoming Trade Missions:

As the premier support center of the County's global trade efforts, the International Trade Consortium provides incoming trade missions with valuable information about trade resources and opportunities.

#### Outgoing Trade Missions:

#### Air Cargo and Route Development Missions

The International Trade Consortium and Miami International Airport (MIA) collaborate on a program designed to encourage new direct air service into Miami International Airport to stimulate passenger and cargo traffic.

#### Third-Party Outgoing Missions:

The International Trade Consortium supports missions organized by third-parties that promote Florida-traded products. Missions with strategic significance may be certified by the International Trade Consortium as an official Miami-Dade County mission.

#### The Caribbean Trade Initiative (CTI) Program

In recognition of the proximity and tremendous trade relationship among the CBI nations and Miami-Dade County, the International Trade Consortium established the Caribbean Trade Initiative program to increase two-way merchandise trade between Miami-Dade County and the Caribbean, promote the resources and services offered through the International Trade Consortium to the general Caribbean business community, promote greater interaction with the Caribbean business community through networking and matchmaking.

## UPCOMING EVENTS

#### Feb. 11 - 16: COCONUT GROVE HOME DE- SIGN AND REMODELING SHOW (Home Show)

Coconut Grove Convention Ctr.  
2700 Bayshore Drive, Miami  
Contact: Steve Plotkin  
Tel: (888) 353-3976  
Fax: 305-667-3266  
[info@HomeShows.net](mailto:info@HomeShows.net)  
<http://www.HomeShows.net>

#### Feb. 17-21: MIAMI INTERNATIONAL BOAT SHOW

Miami Beach Convention Center  
1901 Convention Center Drive,  
Contact: Cathy A. Johnston  
Tel: (954) 441-3220  
Fax: 954-430-4171  
[www.nmma.org](http://www.nmma.org)

#### Feb. 19-21: COCONUT GROVE ART FESTI- VAL

Along South Bayshore Drive  
Coconut Grove  
Contact: (305) 447-0401  
[www.coconutgroveartsfest.com](http://www.coconutgroveartsfest.com)

#### Feb. 20-23: TEAM FLORIDA COLOMBIA TRADE MISSION: Bogota, Colom- bia

by Enterprise Florida  
Contact: Sarah Deben or Ivan Barrios  
Tel: (305) 569-2650  
[sdeben@eflora.com](mailto:sdeben@eflora.com)  
[ibarrios@eflora.com](mailto:ibarrios@eflora.com)

#### Feb. 23-24: SEVENTH ANNUAL TRADE FINANCE IN THE AMERICAS

The Structured Trade & Export Finance  
in the Americas Conference is the  
premier trade finance event concentrat-  
ing specifically on the Americas region.  
JW Marriott  
1109 Brickell Avenue, Miami  
Contact: Joanna Johnson

Tel: [44] (20) 7779-8280  
Fax: [44] (20) 7779-8603  
[registrations@euromoneyplc.com](mailto:registrations@euromoneyplc.com)  
[www.euromoneyseminars.com](http://www.euromoneyseminars.com)

#### Feb. 25-27: SOUTH BEACH WINE & FOOD FESTIVAL

South Miami Beach, Florida  
Contact: Terry Zarikian  
Tel: [1] (305) 573-0666  
Fax: [1] (305) 573-0072  
[terryzar@aol.com](mailto:terryzar@aol.com)  
[www.sobewineandfoodfest.com](http://www.sobewineandfoodfest.com)

#### Feb. 25-March 6: OPPORTUNITY MALAYSIA by Florida District Export Council Contact: Bernhard Schutte <http://www.malaysiamission.com>

#### March 4 - 6: 60th Miami International Orchid Show

Coconut Grove Convention Center  
2700 Bayshore Drive, Coconut Grove  
Tel: (305) 255-3656  
[www.sforchid.com](http://www.sforchid.com)

#### March 5-6: ASIAN CULTURE FESTIVAL Annual Asian-American Arts Festival, held in March, to experience the culture and food of more than 40 Asian nations. Fruit and Spice Park 24801 SW 187 Avenue Homestead, Florida 33031 Contact: (305) 247-5727 [fsp@miamidade.gov](mailto:fsp@miamidade.gov) [www.co.miami- dade.fl.us/parks/Parks/fruit\\_spice.as p](http://www.co.miami-<br/>dade.fl.us/parks/Parks/fruit_spice.as<br/>p)

#### March 8: INTERNATIONAL WOMEN'S DAY LUNCH

Miami Airport Hilton  
5101 Blue Lagoon Drive  
Contact: Sherry Tross  
Tel: (305) 871-7910  
[info@worldtrade.org](mailto:info@worldtrade.org)

#### March 13: CALLE OCHO FESTIVAL Along S.W. 8<sup>th</sup> Street from 27th Ave. to 4<sup>th</sup> Ave. [www.carnavalmiami.com](http://www.carnavalmiami.com)

#### March 15-17: SEATRADE CRUISE SHIPPING CONFERENCE

Cruise Shipping is established as the  
international meeting place for quality  
cruise line visitors and cruise industries  
suppliers  
Miami Beach Convention Center  
1901 Convention Center Drive  
Contact: Mr. Michael Kazakoff  
Tel: (609) 452-9414  
Fax: (609) 452-9374  
[www.cruiseshipping.net](http://www.cruiseshipping.net)

#### March 22-23: 10TH ANNUAL BRAZIL ENERGY 2005

Miami, Florida  
Contact: Platts/Center for Business  
Intelligence  
Tel: [1] (781) 860-6100  
Fax: [1] (781) 860-6101  
[registration@platts.com](mailto:registration@platts.com)  
[www.cbinet.com](http://www.cbinet.com)

Please note that dates are subject  
to change.

To announce up coming event  
please call  
(305) 375-1660.